

SANDY CITY APPROVED POSITION SPECIFICATIONS

I. Position Title: Community Events Director Revision Date: 02/05
EEO Code: Official/Administrator
Status: Exempt (Executive)

II. Summary Statement of Overall Purpose/Goal of Position:

Under the general supervision of the Assistant Chief Administrative Officer, plans, oversees, implements and coordinates Sandy City civic/cultural events and activities; manages the Sandy City Amphitheater.

III. Essential Duties

- Select, book, contract with and provide technical assistance to artists for the amphitheater and the annual Fourth of July celebration.
- Oversee programming of Fourth of July celebration.
- Build and maintain positive relationships with amphitheater sponsors.
- Coordinate with other arts organizations regarding events or “block-booking” in order to reduce costs.
- Schedule and place advertisements for events.
- Procure advertising materials required for packaging, advertising and promotion of special events; work with advertising agencies and printers; create preliminary specifications, obtain approvals, receive final proofs and arrange for promotional materials.
- Prepare and obtain bids, review specification sheets and make purchasing decisions.
- Coordinate the annual Holiday lighting ceremony.
- Organize the Appreciation Awards Banquet and Holiday Open House.
- Develop, administer and monitor the division budget. Strive to minimize general fund contributions to the amphitheater operations by continually enhancing ticket revenues and sponsorships.
- Respond frequently to public inquiries about the amphitheater and special events.
- Assemble fund-raising packages, proposals and promotional information; solicit funding from corporations, foundations, government grants and private donors.
- Compile and produce sales and marketing reports.
- Create a customer database.
- Make attendance, seating and ticket projections.
- Market and promote upcoming City events.
- Hire, train, motivate, evaluate, schedule, discipline and direct full-time and temporary staff members and volunteers.
- Serve as city liaison to the Sandy City Arts Guild.
- Serve on various city and community committees as requested.
- May engage private sound and lighting production contracts as needed.
- Oversee sales of tickets for performances.

IV. Marginal Duties

- Performs other duties as assigned.

V. Qualifications:

Education: A Bachelors degree in Arts Management, Communications, Public Relations, Business Management, Public Administration, Marketing, Cultural Arts Administration or related field required; Master's degree preferred; valid Utah Driver's License required.

Experience: Two years of related experience with progressively increasing responsibilities including at least one year supervisory experience; some experience in performance auditing preferred.

Knowledge of: Entertainment programming; broad knowledge about the entertainment industry including artists; City and Department policies and procedures; management, instruction, and supervisory techniques; budgeting, planning and problem solving techniques.

Responsibility for: Great responsibility for the care, condition, and use of materials, equipment, money, and tools and for making decisions which affect the activities of staff and volunteers: what they should do, when to do it, where and how; planning, organizing, and delegating division assignments and responsibilities.

Communication Skills: Ability to professionally furnish and obtain information from other departments; frequent contacts with executives on matters requiring explanations and discussions; regular and frequent contact with the media, the Arts Guild, performers, sponsors, community groups and persons of high rank, requiring tact and judgement to deal with and influence people; requires well developed sense of strategy and timing; communicate effectively verbally and in writing;

Tool, Machine, Equipment Operation: Regular use of a City vehicle; frequent use of computer, printer, and telephone.

Analytical Ability: Organize, delegate, and establish meaningful goals; prioritize tasks; establish effective working relationships with employees and the public.

VI. Working Conditions:

Great mental effort is required daily; great pressure and fatigue are present in this position due to daily exposure to deadlines and other job related pressures; occasional exposure to dangerous situations; constant attendance is required; work assignments are broad and performed with minimal supervision; regularly works evenings and weekends during the Amphitheater season; a moderate amount of lifting (up to 40 pounds), bending and stooping is required.

The above statements are intended to describe the general nature and level of work being performed by the person(s) assigned to this job. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required of personnel so classified. The approved class specifications are not intended to and do not infer or create any employment, compensation, or contract rights to any person or persons. This updated job description supersedes prior descriptions for the same position. Management reserves the right to add or change duties at any time.